

SUMMERTIME AMUSEMENTS

BY MAITLAND DAVIES

When the Columbia theater opened a month ago, everyone was impressed with its beauty, delighted with its cooling apparatus and amazed at the excellence of the vaudeville provided. They conceded that its beauty would remain, hoped that its cooling apparatus would prove effective in the hot weather and were convinced that the wonderful opening bill was only a flash in the pan and that time would quickly show a marked change in that department at least.

Well a month has gone by and at last the hot weather is with us, coming after the wonderfully cool and invigorating May it is all the more pronounced, but whoever it was that invented the cooling system of the Columbia need not lay awake nights wondering what is going to happen, he did his work not only wisely, but well. Those who laughed at the theater's slogan "No matter what the weather may be the temperature here is 73 degrees" have found that it was founded on fact. That disposes of fear number one.

Of the four bills that have been presented at this theater since its opening the first bill was the least attractive, each succeeding week has shown something newer and better than the one preceding it until the excellence of the offerings has become a settled fact. The men behind the guns have delivered the goods; they have not only furnished a high class auditorium, decked it in attractive form and furnished it in luxurious manner; they have followed this up with a policy that calls forth unstinted praise. We do not hesitate to say that there is not a theater in the southwest which gives more for its money than the Columbia, and many houses charging far more fall away below its standard of entertainment.

The Columbia is not a flash in the pan. It is the pride of Phoenix.

Waste Basket Trimmings

We had an exceptionally interesting letter from Fritz Williams, one of the most prominent actors on the stage today, all ready for publication on this page today. The letter dealt with the value of team work on the stage; it was full of reminiscences of the good old days when the Lyceum Stock company, in that dear little bandbox of a theater at Fourth avenue and 24th street in New York, was the talk of the entire country. It abounded in anecdotes of Georgia Ceylan and the O'Connors, dear old Mrs. Whiffen, Bessie Tyree and Katherine Florence, Herbert Keley and Effie Shannon and would



In the pool at Riverside Park. "The coolest spot in Phoenix."

Ordinarily he is intensely interested in our copy and is firmly convinced that this particular page is the one jewel of the first water in each Sunday's issue; but something must have gone askew last night. Possibly we sat too long in his favorite chair or maybe we overlooked some attribute of special importance in the curriculum of his night's work, but in any case that letter was consigned to the depths of the waste basket and has disappeared and gone beyond all hope of recovery.

Just what our good friend Fritz will think of such inhuman treatment of his MSS we hate to think, and if the Count has harbored a secret grudge against us he certainly has got even with a vengeance.

Still They Come

Add one more to the list of things that will make this summer a notable one for Phoenix. The opening of the San Marcos club at Chandler last Tuesday was one of the really big things of the season. Of course everybody is fa-

to Chandler to see. Under the management of Dr. Chandler and the gentlemen associated with him, the idea was guaranteed success from the start and the San Marcos club will be found a mecca for the citizens of Phoenix, Tempe and Mesa every week of the summer.

Out of the Ordinary

In inaugurating its new policy of "feature films only" the Empress has been particularly lucky in getting some of the very best of the Famous Players series to start off with. Last week they had Mary Pickford in "Caprice" as well as the great "Lee Miserables" and now they have secured Cissy Loftus in "A Lady of Quality."

How many, many theatergoers all over the world love Cissy Loftus, and what a wonder she is. Not only is she the greatest mimic that the world has ever known; but she is a great actress as well. She was the original leading woman with E. H. Sothern in "I'll Be King," which her husband, Justin Huntley McCarthy, wrote and she has starred in her own right and played leads with the most prominent actors in the country for many years. But the public loves her best for her mimicry and her songs.

If you have ever heard her sing her own setting of Robert Louis Stevenson's "My Bed is Like a Little Rose" you will never forget it, and whenever you hear the name of Loftus it will bring a tender memory to your mind. She has endeared herself to countless thousands of children of all ages through this one song and it will live long, long after she has passed away into the night she has served to lighten for so many.

We have not seen "A Lady of Quality" on the screen; but go and see Miss Loftus. The vehicle is doubtless a splendid one; but that does not matter, don't miss a chance to see this wonderful woman even if it is only in movies.

Statewide

It does not take long for news of a real novelty to spread and the fact that Arizona has a watering place far ahead of most of those in the country has traveled from one corner of the state to another. Already visitors from Tombstone, Clifton, Tucson, Bisbee, El Paso and other cities have flocked to Riverside park and been amazed at what they have found there. It seems almost impossible to them that in the space of a few weeks Phoenix could supply herself with a substitute for the seashore that is almost better than the original.

As to the people of Phoenix themselves, they have flocked to the park by thousands to splash around in the cool waters of the pool, enjoy the best pictures to be seen in an open air auditorium and "trip the light fantastic toe" to music that would make a wooden Indian dance.

The comments of the people are almost as interesting as the park itself and the willingness of men and women to take a splashing in order that they may get as close to the water as possible, to watch the divers from the high tower is most amusing. If ever an institution attained fame and popularity in a night Riverside is that institution.



Betty Brown, Essanay Eastern Co. The Lamara

WHAT IS HAPPENING HERE THIS WEEK

THE COLUMBIA THEATER presents its fifth bill and in doing so is a little bit proud of the fact that it is even better than any of the four which preceded it.

Slater and Finch in "The Act Beautiful," a Man and man made Maid, are the headliners. That four M alliteration belongs to Art Rick and is intended to convey the fact that one of the team is a Julian Eltinge. This man is said to be one of the foremost female impersonators on the stage and the act is a wonder.

Next come Palmer and Robinson in "The Maid and the Mountebank," a corking novelty act with Happy Anne Robinson, one of the best rag time singers on the coast, as the particular bright spot. Another singing time of ragtime, proclivities, Uline and Rose, has a place on the bill. They are said to be particularly good because "they wrote it."

Dave Martin is a delineator of Hebrew character, and he is programmed



BILLIE WEST (Majestic)-Mutual Movies. Appearing at the Lion Theatre

as "a sure fire hit," there is nothing particularly novel about that for every act that the Columbia has offered so far has been a hit, if he wants to be a real novelty he must prove a failure.

The big orchestra and the splendid moving pictures will remain as features and don't forget that it is cool at the Columbia.

RIERSIDE PARK grows more popular every day. The whole public has taken it close to its heart and made it their own special playground. There was not one day in the past week that did not find at least a couple of picnic parties there and some of the parties ran up into the hundreds.

The swimming pool and the dance pavilion are tremendous attractions and for the third time since the opening of the park, the seating capacity in the open air theater has had to be increased. There are now over fifteen hundred comfortable seats in which one may view the splendid movie programs that are offered there and even yet they are not sufficient to care for the crowds that patronize the pictures. The bill changes four times each week. Sundays, Tuesday, Thursday and Saturday and there are four reels in each program, last week they had a six reel program for four nights. Saturday night is comedy night and a two reel comedy feature will be shown regularly each Saturday. No picture theater in the valley is showing better pictures than you will find at Riverside.

The big musical feature today will be Alden's Concert band. This will be the first public appearance of the new organization in Phoenix. Mr. Alden is a cornetist of note, he has surrounded himself with a splendid aggregation of artists and their work will be a revelation to music lovers. They will play

the park at three o'clock this afternoon and their program will be found on another page of this issue.

Another new feature that will attract a lot of attention will be the high diving and fancy swimming stunts of W. S. Carlson, the champion high diver of the world. He is known all over this country and Europe and has been the feature attraction at every watering place of importance in America. He has just been given control of the water sports at the San Diego 1915 exposition and will be head life guard at Riverside all this summer. His first exhibition will be given at nine o'clock tonight and the big feature will be a fire dive from the top of the fifty-two foot tower.

The Royal Hawaiians will continue at the park and their singing has proved a big attraction and will undoubtedly continue to do so.

Riverside offers more for a dime than any place in the whole southwest and the best of it is that it is always cool and clean there, clean in every sense of the word. It has proven itself to be an ideal place for families.

Keep your eye on the Fourth of July. It will be a wonder.

THE EMPRESS has discovered a real drawing card in its exclusive feature film policy. The past week showed that the people are looking for an attraction of this kind and the attendance at the Empress jumped to a high notch. To be sure they were real feature pictures and there was a reason for the increase in the size of the audiences. This week they have another wonderful picture. Beginning tonight, and running on Monday and Tuesday nights as well, the feature will be Cecilia Loftus in "A Lady of Quality." Either as Cecilia or as the more popular "Cissy" Miss Loftus is known and loved where there are theaters. A splendid actress and the greatest mimic that the world has ever known, Miss Loftus has duplicated on the screen the wonderful success she has scored on the legitimate stage. Nothing that the Famous Players have ever turned out will be found superior to the work of Miss Loftus.

THE GARDENS continues to please large crowds and for the special benefit of those who go there tonight, has provided a wonderful movie bill. The bill is nothing less than Shakespeare's "The Merchant of Venice."

This great Universal feature is in four reels and Lois Weber and Phillips Smalley are the bright particular stars. Of course everybody knows the "Merchant of Venice" but few have had the opportunity to see it on the screen. Mr. Reade believes that he has secured one of the most attractive movie offerings that has yet been shown in Phoenix.

In addition to this great big feature, Mr. Reade has secured the services of Miss Maxine Lavage, a dramatic soprano of considerable fame, especially for this Sunday. She will be heard in various selections at the Gardens tonight and no lover of music can afford to miss hearing her.

THE LION THEATRE presents today a program that's bound to please and interest. The feature is a two reel production by the American players, entitled "Like Father-Like Son." This story deals with the hereditary question and it is presented in splendid manner, the acting, photography etc., being far above the average. Beginning today, the Lion will show every Sunday the Mutual Weekly, which presents happenings of interest from all parts of the world. This feature this week contains eighteen subjects and each one is important as world news. The Keystone company is the only producers which have an "All Children Campaign" and they produce the famous Keystone Kid Comedies. They're clever and can imitate the grown up villain to a stand still. The Keystone Kid Comedy at the Lion today is called "A Backyard Theater" and it's a clean, clever comedy through and through, and will appeal to grown folks as well as children. Tomorrow, the Lion will present another diplomatic free lance story, featuring James Cruze and Flo LaBadie. This number is called "A Debut in The Secret Service" and is a powerful drama dealing with the government secret service. This picture cannot be praised too highly and those who attend the Lion tomorrow will enjoy the entire program.

THE COLISEUM as usual has a corking good bill on tap. The management says the old building may not have any frills or feathers but the bill is there with the punch.

The headline acts this week will be



There is a time and a place for everything

NOW IS THE TIME

Riverside Park The Place

Swimming, Dancing, Movies, Alden's Concert Band, Royal Hawaiian Quartette

ADMISSION, 10 CENTS

Keep your eye on the Fourth of July

Arthur de Mads in a monologue with songs and Boothe and Boothe in a singing, talking and juggling act. These will be backed up with two other first class numbers and the program cannot fail to make a hit.

Hot weather does not bother the patrons of the Coliseum, it is always cool and comfortable in the evening over there and the summer time audiences are even bigger than those which patronize the old favorite in winter.

In addition to the regular vaudeville bill, you will always find good pictures at the Coliseum and "Gene" Re-

of "Frederick the Great." "This two part picture production has been carefully and wonderfully produced, historically and authentically. The costumes are splendid; the photography is superb; the acting is perceptible upon the screen. The acting contains all the dignity of the period. This is a wonderfully fine production."

"Innocent But Awkward" is a Vitagraph comedy number in which the celebrated comedian, Sidney Drew, is featured.

Last but not least, comes the



Leo Finch at the Columbia

devil's orchestra furnishes real music every night.

THE AVENUE presents today one of the finest bills ever shown in Phoenix. "Frederick the Great" is a historical, educational, instructive photograph which keeps the interest of the spectators at a high pitch, throughout the two parts. Mary Fuller, Barry O'Moore, Robert Brower, Bliss Milford are members of the cast. The greatest of film critics has the following to say

"Hearst-Selig News Pictorial" where-in is shown, among other world's news, scenes in Mexico City when the dictator, Huerta, goes through the ceremony of saluting the Mexican flag, the sailing of the battleship North Dakota, for Mexico; the famous Sixth Cavalry landing in Vera Cruz; the opening of the baseball season in Chicago, with Captain Tinker in the spotlight.

Programs such as this are the kind that are making the Avenue famous.

"Merchant Of Venice"

A SUPREME SCREEN ADAPTATION OF SHAKESPEARE'S MASTERPIECE IN FOUR PARTS

Featuring Lois Weber and Phillip Smalley

At The Gardens

SECOND AND VAN BUREN STS.

Regardless of the advance price we have to pay for this picture

ADMISSION WILL BE 10 CENTS

2 Shows
Nightly
7:15 & 9:00
COLUMBIA
THEATRE DE LUXE
THE STANDARD OF VAUDEVILLE
10c
20c
30c

WEEK STARTING TUESDAY, JUNE 16TH

PALMER & ROBINSON
"The Maid and the Mountebank"SLATER & FINCH
"The Act Beautiful"FORD STIRLING
COMEDYULINE AND ROSE
Rag-Time Singers and Comedians"IKE" COMEDY
AND WEEKLYDAVE MARTIN
Hebrew ComedianCOLUMBIA LADIES'
ORCHESTRA